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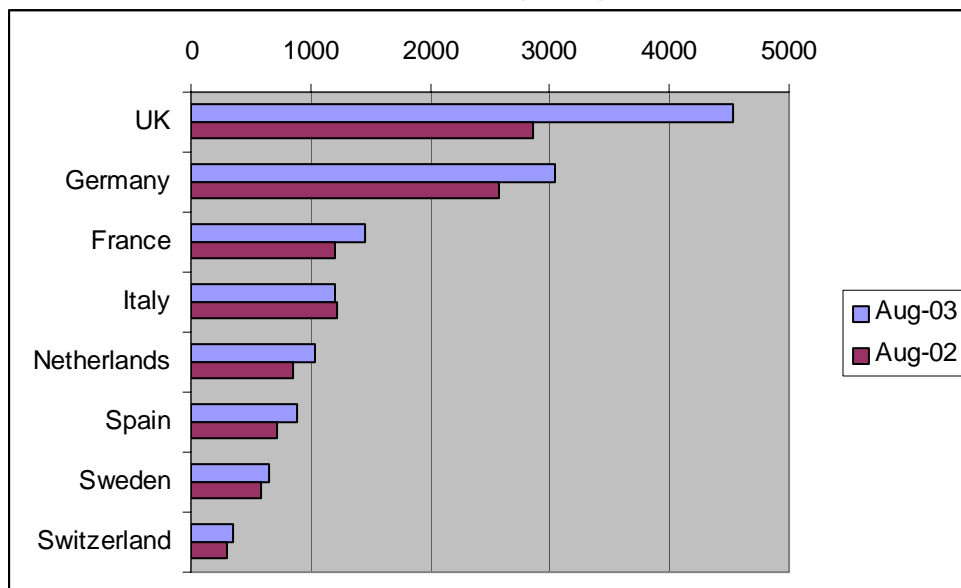
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13 million kids using the Internet across Europe

The number of children online in Europe has grown by three million in the last 12 months, according to new research from Nielsen//NetRatings. There are now 13.1 million kids online; four million under 12 years old, and nine million 12-17 year olds.

Britain has more children online than any other European country and has seen the most dramatic growth in the under-18 online population this year, with a 58% jump in numbers. The overall European growth rate for children was 27%. Younger children – the under-12s – are joining the online community faster than older children in most European countries.

Table 1: Numbers of Children Online (000's)



Source: Nielsen//NetRatings quarter ending Aug 02- quarter ending Aug 03 combined data UK, France, Germany, Italy; at home data Sweden, Switzerland, Spain, Netherlands

“As the Internet matures, the demographic profile of users moves closer to the European population as a whole,” commented European Market Analyst Tom Ewing, “and what we’re seeing now is families using the Internet more. It’s likely that this is linked with the growth of broadband access – perhaps when they’re not paying for access by the minute, parents are likely to let children use and explore the Web more.”

In sites with a higher than average audience of the under 18’s, several sites have emerged which draw high proportions of their audiences from this demographic. For instance, the under-18s contribution to file-sharing giant Kazaa is disproportionate to their level in the online population as a whole. Mobile phone sites and online kids’ communities like Neopets also make attractive targets for advertisers wanting to reach children.

Table 2: Top 10 Sites By % of Kids Visiting (UK, August 2003)

Site	No. Of Kids Visiting (000s)	% of Site Audience Under 18	Under 18s Composition Index (100=in proportion to universe)
Neopets.com	200	55.77	377



MiniClip.com	196	38.23	258
eUniverse	244	37.99	257
KaZaA	514	36.21	245
UGO~	383	35.85	242
Gator Network	462	20.36	138
About Network	370	17.04	115
O2	261	16.95	115
Lycos Network	423	16.59	112
Google	1512	15.4	104

Source: Nielsen//NetRatings monthly data for Aug 03

“Currently the majority of sites with a large under-18 audience are aiming at teenagers,” commented Ewing, “But it’s the under-12s that are the fastest growing Internet sector, and any sites which they enjoy and which their parents trust are in a position to grow very strongly over the next 12 months.”

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Please source all information to Nielsen//NetRatings

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About Nielsen//NetRatings

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis. Covering 70% of the world’s Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and customised data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.

About NetRatings, Inc.

NetRatings, Inc., (Nasdaq: NTRT) is the provider of the Nielsen//NetRatings services, which set the global standard for Internet audience measurement and analysis. Nielsen//NetRatings enables its customers to make informed business-critical decisions regarding their Internet strategies with its technology driven products and services, which include the Nielsen//NetRatings NetView Internet audience measurement service, WebRF, an Internet reach and frequency planning tool, and custom data, research and analysis. In addition, AdRelevance online advertising intelligence and @Plan Web user lifestyle, demographic and product brand preferences data are available in the US. For more information, please visit www.nielsen-netratings.com.